

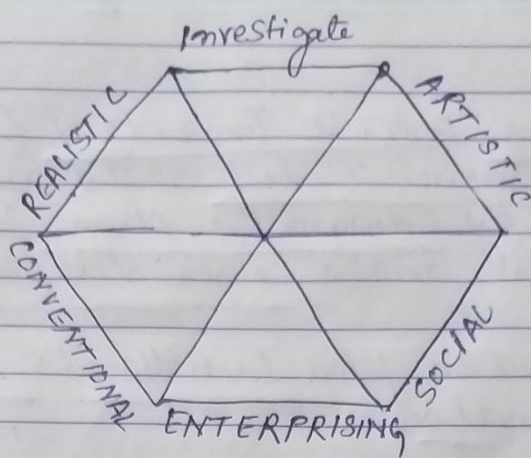
Interest Inventory

- The Strong Interest Inventory (the strong) is a psychometric test that was originally developed by Edward K. Strong in 1927 to help people make career decisions.
- It is based on John L. Holland's Career Choice method.
- Psychometric means that the test is based on research and meets high standards regarding test reliability and test validity and other professional requirements.

What's the Holland Model.

- The Holland model can best be described with the picture you see to the right:
- It assumes that there are six basic interest areas, also called Occupational Themes: Investigative, Artistic, social, Enterprising and conventional.

HOLLAND MODEL



What do the interest areas mean?

• They can roughly be described as follows:

• Realistic:

Building things or working with hands.

• Investigative:

Analyzing problems or working in labs.

• Artistic:

Being creative or developing new things.

• Social

Helping or caring for others.

• Entrepreneurial.

Managing things or working in business.

• Conventional:

Organizing things or doing administrative work.

• Everybody has stronger or weaker interests in all of these areas.

• You can think of the interests as pieces of a pie, with some slices being larger and some smaller.

• people typically don't just have one main interest, they have several, but one or two may be more dominant.

* What does the strong do?

• The Strong has been developed to accurately assess these six interest areas.

• It will identify the strongest interest areas and assign a code.

• Based on a person's interest profile and code, it identifies matching professions.

• One strength of the strong is that it doesn't just look at your one strongest interest, instead it looks at several simultaneously, in combination with each other.

How
what does an interest profile look like?

A Strong interest profile looks something like this. It shows the interests going from the strongest to the weakest.

How does the strong suggest careers?

- As mentioned before, a lot of research has gone into the Strong Interest Inventory, including assessing thousands of people to find out which interest combinations make people satisfied in which professions.
- Based on this research, the strong report includes career suggestions that match your own interests.

what do the suggestions look like?

Your Top TEN STRONG OCCUPATIONS .

1. Speech pathologist (SA)
2. Librarian (A)
3. Mental Health counsellor.
4. Specialist Education teacher
5. Elementary school teacher
6. Social worker
7. Public relation director
8. School counsellor
9. English teacher
10. Secondary school teacher

Does the strong do anything
else

As you have seen, the strong report shows

- Your interest profile and code.
- The most and least popular professions based on your interest profile.

Beside this it includes:

- Your strongest interest areas.
- A personal style scale referring to your preferences in work, learning, leadership, risk taking and team orientation.
- If you select a college report: Suggestions for educational courses and majors that might be a good fit for you.

What reports are there?

The Strong Interest Inventory comes with a total of seven different report options.

1. Strong Profile, College + Interpretive
2. Strong Profile, Standard + "
3. " , High school + "
4. " , college.
5. " , standard.
6. " , High school.
- 7.